

From: [Danny Cooke](#)
To: thor.kaslofsky@sfgov.org
Cc: [Cheryl Smith](#); George.Bridges@SFGOV.ORG; [Jack Robertson Lennar](#); scott@jerocorp.com; [Terry Mitchell Lennar](#); [Wells Lawson](#)
Subject: Fw: Fire drill: Informational memo for Commission on HPS Contracting
Date: Friday, September 27, 2013 4:47:00 PM
Attachments: [50_51 Pre-Bid Sign In Sheet.pdf](#)

Thor,
Please see Cheryl comment below.
Danny Cooke, Executive Vice President
Construction & Development
Bay Area Division

One California Street, Suite 2700
San Francisco, CA 94111

Email: Danny.Cooke@Lennar.com
Phone: 415-344-8882

----- Forwarded by Danny Cooke/SANFRANCISCO/WEST/Lennar on 09/27/2013 04:47 PM -----

From: Cheryl M Smith/SANFRANCISCO/WEST/Lennar
To: Danny Cooke/SANFRANCISCO/WEST/Lennar@Lennar
Cc: derf@butlereg.com, Terry Mitchell/SANFRANCISCO/WEST/Lennar@LENNAR, Suheil Totah/SANFRANCISCO/WEST/Lennar@Lennar
Date: 09/27/2013 04:31 PM
Subject: Re: Fw: Fire drill: Informational memo for Commission on HPS Contracting

All,

We just received the Sign in Sheet for blocks 50 & 51 from Scott (RO). It maybe helpful to show that of the 40 people in attendance most (27) have San Francisco phone numbers - we are getting the word out.

Cheryl Smith,
Director of Community Affairs
Lennar Urban
One California Street, #2700
San Francisco, CA 94111
(415) 344-8848

From: Danny Cooke/SANFRANCISCO/WEST/Lennar
To: Cheryl M Smith/SANFRANCISCO/WEST/Lennar@LENNAR
Cc: derf@butlereg.com, Terry Mitchell/SANFRANCISCO/WEST/Lennar@LENNAR, Suheil Totah/SANFRANCISCO/WEST/Lennar@Lennar
Date: 09/27/2013 03:59 PM

Subject: Re: Fw: Fire drill: Informational memo for Commission on HPS Contracting

Thanks Cheryl

I attach a bulletized summary that includes the information just sent to me from Derf.

I think this is perhaps the format preferred by Wells.

I suggest we attach what you just sent as an Attachment

Please review what I have sent quickly to ensure accuracy and commentary (ie is Impacted Area the preferred terminology)

I know we talked about item # 16, but I don't want to state anything that we haven't yet done, so Derf, I'd appreciate your confirmation.[attachment "SBE optimization1.docx" deleted by Cheryl M

Smith/SANFRANCISCO/WEST/Lennar] .

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Date: 09/27/2013 03:41 PM
Subject: Re: Fw: Fire drill: Informational memo for Commission on HPS Contracting

Danny,

As I mentioned this morning I spoke to Derf, he was swamped on yesterday working per his contract with the local contractors to meet the bid deadline on blocks 53 & 54. He was working today to put together a report on his work for August 2013. The report is attached.

Additional on last evening I sent to Jack Robinson the scope of work for the Construction Assistance Program (CAP) and my outreach efforts on blocks 53 & 54 those documents were sent over to Wells by Jack.

My team is working with the Vertical team on outreach - helping to get local contractors engaged by attending the pre-bid conferences, getting technical assistance from the CAP staff, and attending education workshops. That is what the program does.

Also note the program was not operational during the solicitation period for blocks 50 & 51.

Thanks for your patience.

Cheryl

[attachment "CAP Report Aug2013.pdf" deleted by Danny Cooke/SANFRANCISCO/WEST/Lennar]

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From: Danny Cooke/SANFRANCISCO/WEST/Lennar
To: derf@butlereg.com
Cc: Cheryl M Smith/SANFRANCISCO/WEST/Lennar@LENNAR, Terry Mitchell/SANFRANCISCO/WEST/Lennar@LENNAR
Date: 09/27/2013 01:56 PM
Subject: Fw: Fire drill: Informational memo for Commission on HPS Contracting

Derf,

I sent you the below E-Mail; I called and left you a message; I tried calling again & your v/m is full. I need to respond to the Agency by this afternoon. I need your write-up ASAP.

Danny Cooke, Executive Vice President
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----- Forwarded by Danny Cooke/SANFRANCISCO/WEST/Lennar on 09/27/2013 01:54 PM -----

From: Danny Cooke/SANFRANCISCO/WEST/Lennar
To: derf@butlereg.com
Date: 09/26/2013 05:36 PM
Subject: Fw: Fire drill: Informational memo for Commission on HPS Contracting

Derf,

I'd like to respond to Wells tomorrow. Could you please itemize what actions we collectively have taken to

try to increase participation. Perhaps you can think about it tonight. I'll give you a call.
Danny Cooke, Executive Vice President
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----- Forwarded by Danny Cooke/SANFRANCISCO/WEST/Lennar on 09/26/2013 05:35 PM -----

From: Wells.Lawson@sfgov.org
To: danny.cooke@lennar.com, "Jack Robertson" <jack.robertson@lennar.com>
Cc: Thor.Kaslofsky@sfgov.org, George.Bridges@SFGOV.ORG, "Cheryl M Smith" <Cheryl.M.Smith@lennar.com>, "Terry Mitchell" <Terry.Mitchell@lennar.com>, scott@jerocorp.com
Date: 09/26/2013 02:41 PM
Subject: Fire drill: Informational memo for Commission on HPS Contracting

Danny and Jack -

As a follow-up to our meeting with Supervisor Cohen's office (and Monday's meeting with the CAC), we are preparing an informational memo for the Commission outlining the SBE policy, good faith efforts, and steps that have been taken to ensure local participation and performance to date. In particular, we are being asked to hi-light the efforts of Robert Obayashi and others to increase participation among BVHP-based SBEs.

We will prepare the bulk of this memo. However, in order to get this to the Commission next week, I need you and RO to prepare a summary of your process to date and the steps that have been taken to engage local contractors. Also, please indicate what steps Lennar and RO will take to increase local participation from the current level of 9%.

Tiffany would like to provide this to Commission on Tuesday; thus I would like to get a final draft to her by COB tomorrow. Given the short time frame for this memo, I ask that you send this information in a format that I can easily insert into the memo.

Please give me a call on my cell if you have any questions: (415) 297-8354.

Thanks all,

Wells